



# Arizona WIC Programs Vendor Alert

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## BEECH NUT HAS A NEW LOOK FOR INFANT JUICE AND CEREAL

Manufacturers are constantly looking for ways to make their products more appealing to consumers. Beech Nut has redesigned the packaging for all cereal and jarred food. The new package designed already appears on the stores shelves and will replace the old packaging. Below is the new logo for the Beech Nut products:



The nutritional values and ingredients remain the same. The following are the new packaging designs for Beech Nut infant juice and cereal:

Old Package	TO	New Package
		
		

Please allow the WIC customers to purchase the Beech Nut products in the old or new package.

Remember, when redeeming infant juice and cereal food instruments, the WIC customer may purchase any brand, single grain cereal (in 8 or 16 ounce boxes) and single flavor juice (in 4 ounce containers) up to the amount specified on the food instrument.

If you have any questions regarding this Vendor Alert, please contact one of the Arizona WIC Programs' Vendor Units for assistance.



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